



# BUSINESS LICENSE ADMINISTRATION

CITY COUNCIL MEETING

Qianyu Sun, Finance Director

April 27, 2021

# Objective



- Adopt Resolution Authorizing the City Manager to Execute a Three-Year Contract with Hinderliter De Llamas and Associates for Business License Administration

# Agenda



1. Background
2. Why should the City select HdL?
3. Fee Proposals
4. Fiscal Impacts
5. Staff Recommendation
6. Presentation from HdL
7. Questions

# Background



- Business license are required by Municipal Code
- 2,500 active business licenses and \$1.9 million in fees and taxes
- 1.5 Finance FTEs are assigned to manage business licenses
- Coordination is deficient due to technology limitation among Finance, CED and Fire Departments
- Management Partners recommended outsourcing business license administration



# Why should the City Select HdL

- Robust solutions for municipal business license management and compliance
- Many neighboring cities have outsourced business license administration to HdL and achieved positive results
- Reduce internal cost, improve efficiency and increase revenues
- Improved coordination with HdL business license administration software
  - ❖ External businesses – User-friendly interface, online application submittals and payments
  - ❖ Internal staff – Review comments and submissions electronically and progress tracking online
  - ❖ HdL – Process management and administration

# Fee Proposal from HdL



Service	Fees
Business License Administration	\$15 per account/year, increase at CPI
Business License Tax Discovery	35% of collected revenues
Business License Tax Audit	35% of collected revenues
Collections of Delinquent Accounts	20% of collected revenues

# Fiscal Impact



- Baseline contract cost about \$37,500 annually
  - *Finance Department will reduce 0.5 FTE to create \$27,900 in saving*
- Three-year contract cost \$112,500
- Additional cost contingent upon additional revenues
- Compensation will be netted against collected revenues

# Staff Recommendation



- Adopt Resolution Authorizing the City Manager to Execute a Three-Year Contract with Hinderliter De Llamas and Associates for Business License Administration





# HdL Presentation

# HdL<sup>®</sup> Companies



- ✓ Founded in 1983
- ✓ Serving over 400 local governments in California
- ✓ Largest tax database outside the state tax department
- ✓ Largest provider of tax & business administration in the State of California
- ✓ Programs designed and serviced by people with extensive local government experience
- ✓ 100% employee owned company

# HdL<sup>®</sup> Companies

Our Bay Area  
Presence  
Includes:

- American Canyon
- Belmont
- Benicia
- Halfmoon Bay
- Los Altos Hills
- Napa
- Novato
- Orinda
- Ross
- San Leandro
- San Mateo
- Sausalito
- Vallejo

# HdL Advantages



City specific operations



Team of California tax experts



Proven record of service & revenue growth



85 % of clients see net+ returns



“Reinstatement Guarantee”



Online support & functionality for businesses

# HdL Online Filing



## BUSINESS LICENSE

The City of Belmont welcomes you to its business community. Starting a business can be an exciting and challenging time. We wish you great success in your new venture!

The City of Belmont requires a business license for all businesses. A business license is required regardless of the trade, profession or occupation and regardless of whether the main business address is located within the City, temporary, or permanent.

The easiest and fastest way to apply for a new business license or renew your current license is using the online filing service. To begin, simply click on the "start now" button located on the right of this page. From the main menu please select the "apply" option to submit a new application for your business. Alternatively, you may download a copy of the business license application directly from the helpful forms section of this website.

If you need further assistance or help applying for a business license, you are welcome to contact us at [Belmont@hdlgov.com](mailto:Belmont@hdlgov.com) or by phone at (650) 453-0400. Office hours are Monday-Friday 8:00 a.m. to 5:00 p.m.

Apply, Renew, Pay Online

Start now ►



### DOWNLOAD FORMS:

- [Business License Application](#)
- [Home Occupation Affidavit](#)
- [Solicitors Permit Application](#)
- [Off Grid Market Participation Form](#)
- [Business License Tax Schedule](#)

# HdL Online Filing



## Apply

### › [Submit a Business License Application](#)

*Start here if you are applying for a business license in the City of Belmont for the first time.*

## Renew

### › [Renew a Business License](#)

*Start here to renew your current business license for another year.*

## Pay

### › [Pay a Balance Due](#)

*Start here to pay a balance due on an established account with the City of Belmont. Please do not use this option to begin the license renew process.*

## Close

### › [Close a Business License](#)

*Start here if you do not plan to operate or conduct any business activity in the City of Belmont*

## Search

### › [Search for Licensed Business](#)

*Search for a business that is licensed with the City of Belmont*

## Other

### › [Create or Login to Account Profile](#)

Powered by HdL<sup>®</sup>

# Business License Processing



- New businesses reviewed and processed
- Classification checks & corrections
- Validation of state & other licenses
- Inter-Departmental approvals & notifications
- Renewal validation & compliance
- Compliance programs (Discovery, Audit, Collections)

# City Hall & Inter-Department Cooperation



- Minimal City footprint & Dependencies
- “New Business Concierge”
- Dedicated support and communication
- Web based reporting and tracking
- Monitoring and compliance with state legislation



# HdL Reporting Portal



ServicesClient BL Portal 2020.4.29.800

User Name

Password

Client Sign In 

# HdL Reporting Portal



HdL

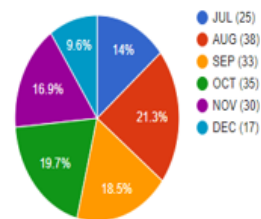
Dashboard

Reports

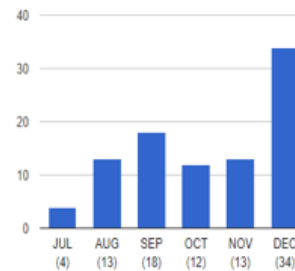
Search

## Dashboard

New Accounts (Past 6 Mos)



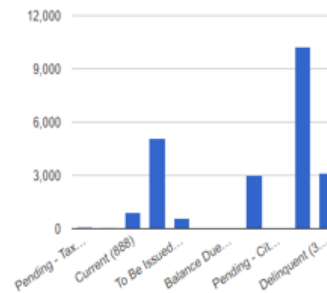
Account Closures (Past 6 Months)



Monthly Transactions Sums



License Status Counts



HdL

# HdL Reporting Portal



**HdL**

DashboardReportsSearch

**Reports**

While HdL has made every attempt to ensure the accuracy and reliability of the information provided on this website, certain report parameters may not provide a complete and accurate representation. To receive the most accurate and up to date reports, please contact the HdL support team.

Report Name	Description	File Name	File Time
ACTIVITY REPORTS			
<a href="#">Account Detail Report</a>	Business Information Summary	PrintScreen_BL_ServicesPortal.rpt	9/5/2019 12:00
<a href="#">Business Listing - Closed</a>	Closed by Location Type + Closure Date	Lst_Closed_Business_ServicesPortal.rpt	10/18/2019 1:00
<a href="#">Business Listing - New by Start</a>	Monthly New by Start Date	Lst_New_Business_MonthlyStart.rpt	11/18/2019 8:00
<a href="#">Business Listing - New by Submit</a>	New by Location Type + Submittal Date	Lst_New_Business_ServicesPortal.rpt	10/18/2019 1:00
<a href="#">Business Listing - Street Address</a>	Business List by Address Location	AddressListing_Report.rpt	8/23/2019 12:00
<a href="#">New vs. Closed Comparison</a>	New & Closed by Date +12 Prior Months	MgmtNewClosedAccounts.rpt	2/1/2018 5:10
BUSINESS DATABASE EXPORT			
<a href="#">Business Export by Status</a>	Export Business Registry by Status (XLS, XLSX)	PS_Cloud_LimitList_Excel.rpt	5/1/2020 11:00
BUSINESS LICENSE FORMS			
<a href="#">2021 Renewal Report</a>	Reprint Business License Renewal Form (PDF)	MPK_RENEWAL1_portal.rpt	12/1/2020 12:00
<a href="#">Business License Application</a>	Business License - New Application (PDF)	Application for Business License.pdf	12/1/2020 1:00
<a href="#">How to Apply Flyer</a>	Business License Handout - How to Apply (PDF)	Business License Handout - How to Apply.pdf	12/1/2020 5:00
<a href="#">How to Renew Flyer</a>	Business License Handout - How to Renew	Business License Handout - How to Renew.pdf	12/1/2020 5:00
FINANCIAL REPORTS			
<a href="#">Cash Receipts Report</a>	Cash Receipts by Date Range	LstCASHRCPT_Remittance_ServicesPortal.rpt	8/19/2020 12:00
<a href="#">Payment Transaction Trends</a>	Payment by Date + 12 Prior Months	MgmtDumTransTrends.rpt	3/15/2018 1:00

# Questions

